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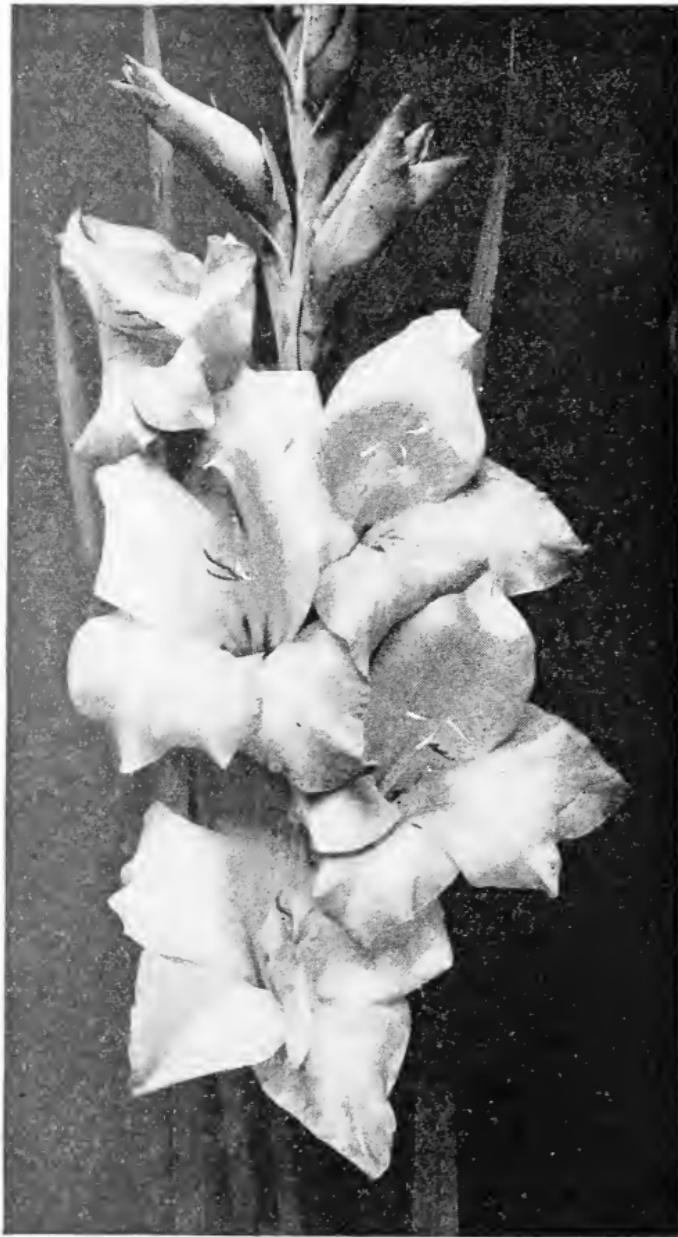
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124 MAR 13 1924

U. S. Postage Paid

GLADIOLI

Iris, Peonies and Phlox



MRS. DR. NORTON

Brookland Gardens

S. E. SPENCER, Prop.

Lexington St. Corner Willow Woburn, Mass.

The Modern Gladiolus

The development of this most popular summer flower has been so rapid during the past ten or fifteen years that practically all of the old varieties have been discarded and in their place we have a most astonishing collection of new seedlings and hybrids, brilliant in color, enormous in size as compared with the old garden sorts, and especially adapted to garden and house decorations on account of the lasting quality of the blooms.

Lovers of beautiful flowers will find that a collection of choice named varieties will give a great deal of pleasure for a small outlay, as the bulbs will retain their vitality five to eight years.

A **young bulb** of medium size is most valuable and old worn out bulbs of any size are practically worthless.

Any time from April 20th to June 15th, plant the bulbs right side up in single or double rows in deep furrows, leaving three inches space between the bulbs.

Do not plant in a shady location and do not allow fresh stable manure in contact with the bulbs. A sandy loam is ideal. Plant deep. Three to four inches of soil over the bulbs will keep them cool and moist and help to hold the stalks erect without the use of stakes.

If the spike is wanted for market or indoor use cut it off eight or ten inches from the ground, the morning after the first bud opens.

From the first to the middle of October in this locality is a good time to dig the bulbs, cutting off the old stalk and after drying, remove the old corm with the roots and store in shallow boxes. If kept too warm or too damp they sprout in storage. 40° to 45° is best.

Brookland Gardens

SPECIAL LIST OF

Noveltyes for 1924

These varieties all show distinct improvement over older sorts. They have been selected from a long list of seedlings and new introductions, and they are all up to standard in healthy, vigorous growth, well formed spikes and clear and attractive coloring of blooms.

Hundreds of new varieties are advertised at prices far beyond their real value, but we feel confident these have sufficient merit.

DIANA—A beautiful crimson with tall spikes and blooms of excellent substance. Better than War, an ideal red for home, market or garden.

Each 40c Doz. \$4.00

GOLDEN HEART (Spencer)—Venetian red, with a pure golden yellow blotch on lower petals. Tall straight spikes, blooms well placed and of finest texture.

Each 25c Doz. \$2.50

LA COURONNE—The distinctive feature of this rare and beautiful yellow is the long graceful spike with eight to ten large wide open blooms. Remarkably fine and sure to please.

Each 50c Doz. \$5.00

POLLYANNA (Prestgard)—Lovely rich golden yellow, similar to Gold but a trifle smaller. Flowers well opened with wavy or ruffled petals —very choice.

Each 50c Doz. \$5.00

PARLIAMENT—Fine clear pink with large white blotch in the center, good foliage, strong and sturdy habit.

Each 25c Doz. \$2.50

SNOWDRIFT—Pure white, fine large wide open blooms, a sport of America, which it resembles in habit of growth. A very desirable white.

Each 75c Doz. \$7.50

(OVER)

Satisfied Customers

"The stock bought from you last year gave great satisfaction. Many of the flowers were included in our display at the State Fair and were much admired."

W. C. D., Salem, Or.

"The Gladioli which I purchased of you last year won 54 first prizes in the seasons flower shows, so we intend to purchase a larger amount this year."

Sunbeam Farm, Marblehead.

"Your Mrs. F. C. Peters bulbs did splendidly in our A. G. S. plot last summer; it really is a beautiful Glad."

Dr. F. E. Bennett, St. Thomas, Ont.

"The bulbs arrived in good shape and I am well pleased with them."

W. McP., Denver.

"I beg to acknowledge receipt of my recent order of Gladioli, which arrived in fine shape. A fine lot of bulbs you sent."

Chas. E. F. Gersdorff.

"Our Gladioli were very lovely last summer and we appreciate the nice selection and excellent quality."

H. J. Parker & Sons, Providence.

Special Premium Offer

With an order for Gladiolus bulbs at listed prices amounting to \$5.00 (not including collections p. 7) we will give bulbs or plants, your selection, to the value of \$1.00, and for each additional \$5.00 add another dollar.

Please order early.

It is not necessary to send cash. Pay the postman when the parcel is delivered.

List of Varieties

AMERICA—Very delicate lavender pink, a great favorite. Large wide open flowers set close on a long straight spike.

Doz. 50c 100, \$3.00

ATTRACTION (Childs)—Cardinal red with white center, a striking combination.

Doz. 80c 100, \$6.00

BARON JOS. HULOT (Lemoine)—Velvety purple, medium size, white lines on lower petals.

Doz. \$1.50 100, \$10.00

BLUE JAY (Cowee)—Lobelia blue, lemon yellow throat with violet center, the largest blue. Spikes often crooked.

Doz. \$2.00 100, \$14.00

CARMEN SYLVA (Prestgard)—Pure snow-white blooms slightly penciled lilac, well placed on a tall straight stem, an ideal white for home garden or market.

Doz. \$5.00 100, \$35.00

CRIMSON GLOW (Betscher) — Beautiful crimson bloom of immense size, velvety center, perfect form, very vigorous and early. First prize, Boston 1920 and 1922.

Doz. \$2.00 100, \$14.00

EVELYN KIRTLAND (Mrs. Austin)—Lustrous rose pink with delicate shading of lighter pink. Very tall graceful spike, petals slightly reflexed, many open at once.

Doz. \$1.50 100, \$10.00

FLORA—A beautiful golden yellow, better than Schwabin or Yellow Hammer. Spikes usually perfect but sometimes blooms come opposite. Very choice.

Doz. \$4.00 100, \$28.00

GOLD (Hoeg)—The perfect yellow, very large blooms of pure gold, deeper in the throat. Perfect spike, vigorous habit. Better than "Golden Measure."

Doz. \$10.00 ~~100, \$150.00~~

GRETCHEN ZANG (Mrs. Austin)—Exquisite rose pink blending into a deep salmon blotch in lower petals. A prize winner and especially fine for all decorative purposes. Tall, late.

Doz. \$1.00 100, \$8.00

Single bulbs one-tenth the dozen price.

HALLEY—A lovely salmon pink, early, very attractive, an excellent market variety, very prolific, often two or three spikes from one bulb.

Doz. 50c 100, \$3.00

HENRY C. GOEHL (Fischer)—White, slightly flushed pink with a deep crimson blotch. Good spike with five to seven flowers open. Certificate of merit by American Gladiolus Society at Boston 1916.

Doz. \$7.50

HERADA (Mrs. Austin)—Pure mauve, very large wide open flowers on tall straight spikes, very handsome, a strong healthy variety.

Doz. \$1.20 100, \$8.00

LILYWHITE (K)—This is an exceptionally vigorous white, very early, and an ideal variety for forcing. Blooms medium size and well placed on the spike.

Doz. \$2.00 100, \$15.00

L'IMMACULEE—Pure white, medium size.

Doz. \$1.00 100, \$7.00

LOVELINESS—Creamy white with a pale salmon tint, amber white throat, tall, fine form, very attractive, many open.

Doz. \$1.50 100, \$10.00

MARSHAL FOCH (K)—Finest salmon pink, very large blooms, spike tall and strong. This new variety was much admired at the Boston Exhibition last August.

Doz. \$3.50 100, \$25.00

MARY FENNELL (Kunderd) — Beautiful mauve, lower petals primrose yellow, suffused mauve.

Doz. \$2.00 100, \$14.00

MISS HELEN FRANKLIN (Kunderd) — A new ruffled variety, pure white with slight violet marking in the throat. Tall, early, and very productive, many flowers open at once, a very promising commercial variety, winner of first prize for ruffled seedling New York 1917 and Silver Medal at Boston 1918.

Doz. \$2.00 100, \$15.00

MONTEZUMA (Hoeg)—Rich crimson-carmine, maroon throat mottled yellow. Very large blooms; a fine dark red.

Doz. \$2.00 100, \$15.00

MRS. DR. NORTON (Kunderd) — White, shading to soft pink at edge of petals, lower petals blotched sulphur yellow. Large flowers on a tall straight spike, perfect form. A very choice and beautiful novelty.

Doz. \$2.50 100, \$17.50

MRS. FREDERICK C. PETERS(Fischer)—A valuable seedling described by its originator as a beautiful shade of rose violet or lilac, with a crimson blotch on lower segment. Dark green foliage, strong spikes and many flowers open at one time. Late.

Doz. \$10.00 100, \$70.00

MRS. FRANK PENDLETON (Kunderd)—Beautiful rose pink, large ox-blood red blotch on lower petals. Large blooms well placed on a tall spike, extra fine for forcing, for market or for house decorations. First prize, Boston 1920.

Doz. \$1.00 100, \$7.00

MRS. G. W. MOULTON (Kunderd)—A new variety of great merit, tall and strong with an occasional double flower. According to the color chart the shade is lilac-purple and it would usually be classed as a rich dark red or magenta.

Doz. \$2.50 100, \$15.00

MRS. WATT—Clear crimson-red, a striking American beauty color, medium blooms, spike tall and straight.

Doz. 70c 100, \$5.00

MURIEL (Pfitzer)—Pale violet blue, lower petals blotched darker violet blue. Good spike, large wide open blooms. A new variety of great merit.

Doz. \$3.50 100, \$25.00

MYRTLE (Kunderd)—The most delicate rose pink shading lighter to a creamy throat, medium size, a great favorite.

Doz. \$1.50 100, \$10.00

MR. MARK—Fine blue shading to light blue in the center.

Doz. \$2.00 100, \$14.00

NIAGARA (Banning)—Greatly admired for its immense creamy white blooms, often splashed with crimson carmine. Tall, vigorous.

Doz. 80c 100, \$6.00

PANAMA (Banning)—A grand pink variety, winner of many prizes. Blooms very large, spike tall and strong.

Doz. 80c 100, \$6.00

PURPLE GLORY (K)—A wonderful production, very tall and strong spike, blooms of rich amaranth purple with darker shading, beautifully ruffled.

Doz. \$15.00

PEACE (Groff)—The best late white, tall and vigorous. Sometimes suffused violet rose.

Doz. 80c 100, \$6.00

PINK PERFECTION—The finest rose pink, a wonderfully clear and beautiful shade, flowers extra large and many open. Spikes are likely to be crooked if weather is hot. First prize Boston 1920.

Doz. \$1.00 100, \$8.00

SCHWABEN—Amber yellow, very large blooms with small red mark in throat. Foliage broad, spike tall and erect.

Doz. 80c 100, \$6.00

WAR—Beautiful clear crimson, tall, late, vigorous, a grand red.

Doz. \$1.00 100, \$7.00

WILBRINK—A sport of Halley, and identical in growth habit and markings, but color is pale pink.

Doz. \$1.00 100, \$7.00

Primulinus Hybrids

This new and valuable strain is remarkable for its beautiful pastel shades of yellow, saffron and orange. The flowers are smaller and more graceful than those of the usual types and some are beautifully ruffled.

ALICE TIPLADY (K)—Orange saffron, a beautiful color, blooms unusually large. Very choice.

Doz. \$2.50 100, \$18.00

AMY BELLE (Spencer)—Pure yellow of a brighter shade than the original Primulinus. Blooms hooded and slightly ruffled, spikes short and slender. Awarded first prize for best yellow Primulinus seedling at Boston, 1918–1920.

Doz. \$3.50 100, \$25.00

DOROTHY WHEELER (K)—This fine seedling was shown at Boston 1921 and pronounced one of the best of its class. The color is a rich rose pink.

Doz. \$2.00 100, \$15.00

GOLDEN GATE (K)—Extra ruffled yellow. Large showy blooms on a tall spike.

Doz. \$2.50 100, \$18.00

MAY TOY—Shades of orange and yellow. Tall slender spikes, very decorative.

Doz. 60c 100, \$4.00

SALMON BEAUTY (K)—Large blooms of beautiful salmon shading to yellow in the throat; a fine exhibition variety, awarded certificate of merit, 1919, by Mass. Horticultural Society.

Doz. \$2.50 100, \$18.00

WEDGEMERE (Spencer) — General color cream white faintly tinted with delicate plum, tips and reverse of petals shaded darker plum, throat clear yellow with faint carmine lines. Upper petal is hooded, spike long and many flowers open.

Doz. \$5.00 100, \$40.00

Mixtures

PRIMULINUS HYBRIDS—Choice seedlings, best selected mixture, contains some worthy of a name, extra large blooms and new and rare shades. A wonderful collection.

Doz. \$1.00 100, \$7.00

FLORIST MIXTURE—Seedlings in a great variety of colors and stray bulbs of named varieties.

Doz. 40c 100, \$2.50

BROOKLAND SPECIAL MIXTURE—We have a large assortment of beautiful seedlings from our finest sorts but not quite good enough to grow under name or number, and to these we have added the entire stock of several good named varieties which we do not care to list.

Doz. 75c 100, \$5.00

Collections

For the accommodation of those who do not care to make their own selections I have arranged several combinations at prices slightly less than the catalog values.

No. 2—Prize Dollar Collection. One bulb each of **Evelyn Kirtland**, **Crimson Glow**, **Blue Jay**, **Flora**, **Lilywhite**, five grand prize winners—Parcel Post \$1.00.

No. 3—Big Value Dollar Collection. One bulb of each of these ten varieties—**Niagara**, cream; **Mrs. Frank Pendleton**, pink; **War**, red; **Peace**, white; **Golden King**, yellow; **Scarsdale**, mauve; **Gretchen Zang**, pink; **Mrs. Moulton**, dark red; **Miss H. Franklin**, white; **Wilbrink**, pink—ten bulbs, labeled—\$1.00.

No. 4—Amateur Collection—50 bulbs, 10 named varieties—\$1.50. 100 bulbs, \$2.50; sent express collect.

No. 5—Novelty Collection—Eight new and beautiful shades are represented in this list: **Mrs. Watt**, crimson-red; **Loveliness**, cream; **Mr. Mark**, blue; **Marshal Foch**, pink; **Mary Fennell**, mauve; **Myrtle**, rose pink; **Attraction**, cardinal; **Herada**, mauve—eight bulbs—\$1.00.

No. 6—Primulinus Collection. Five varieties showing some of the best of the new hybrids. **Alice Tiplady**, orange saffron; **Dorothy Wheeler**, pink; **Salmon Beauty**; **May Toy**, orange; **Golden Gate**, yellow; one of each, five bulbs—\$1.00.

No. 7—Garden Collection. Ten bulbs each of ten selected colors, all fine exhibition varieties—100 bulbs, labeled—\$5.00. Sent express collect.

Garden Iris

One of the best of the popular hardy perennials, blooming in May, useful for cut flowers and extensively used in landscape and garden planting. Plant in early spring or fall in a dry sunny location.

PALLIDA—Clear lavender, falls darker lavender, very tall and broad foliage. One of the best.

Each 15c Doz. \$1.50 100, \$10.00

KHARPUT—Purple, very large and beautiful blooms, one of the best.

Each 25c Doz. \$2.50

QUEEN OF MAY—Lilac shading pink and white.

Each 15c Doz. \$1.50

MADAME CHEREAU—White, edges marked with blue, very handsome.

Each 15c Doz. \$1.50 100, \$10.00

MRS. H. DARWIN—Pure white, slightly marked violet at base of petals. Free flowering, one of the best whites.

Each 15c Doz. \$1.50 100, \$10.00

RHEIN NIXE—Standards pure white, falls violet blue with white edge. Very choice.

Each 50c Doz. \$5.00

GOLDEN PLUME (Fryer) — S. golden yellow, F. chestnut brown edged yellow.

Each 20c Doz. \$2.00

CLARENCE WEDGE (Fryer)—S. heliotrope, F. purple red veined white.

Each 75c Doz. \$7.50

LORELEY—S. pale yellow, F. creamy white shading to purple at the tips with canary border.

Each 25c Doz. \$2.50

PUMILA—Royal purple, a beautiful shade. Dwarf, very early.

Each 15c Doz. \$1.50

One each of these 10 varieties, \$2.00.

Hardy Phlox

For late summer and fall flowers the hardy phloxes are enjoying a well deserved popularity. They need plenty of moisture and do well in partial shade. Plant in spring or fall, in rich garden loam. If troubled with blight spray the underside of leaves with Bordeaux mixture.

ANTONIN MERCIE—Ground color white, overlaid with pale lilac. Very large flowers. Medium height.

Each 15c Doz. \$1.50

MME. PAPE-CARPENTIER — Large pure white flowers, beautiful trusses, extra.

Each 15c Doz. \$1.50

RICHARD WALLACE — Pure white, violet red center.

Each 15c Doz. \$1.50

STELLA'S CHOICE—Very tall, pure white.

Each 15c Doz. \$1.50

WANADIS—Pale blue ground shaded white, with red eye. Very large trusses, medium height. One of the best.

Each 25c Doz. \$2.50

ELIZABETH CAMPBELL—The most beautiful salmon pink, large trusses, very popular.

Each 35c Doz. \$3.50

R. P. STRUTHERS—Bright rose with darker center.

Each 15c Doz. \$1.50

PLUTON—French purple.

Each 20c Doz. \$2.00

WIDAR—Deep violet blue, pure white eye; very attractive.

Each 30c Doz. \$3.00

EUROPA—Large white blooms with carmine eye, large trusses.

Each 25c Doz. \$2.50

Ten plants, one each of above, sent express collect for \$2.00.

Peonies

These popular and valuable perennials show best results when planted in rich deep soil, either in full sunlight or partial shade. Large clumps cannot be successfully moved and good blooms cannot be expected from small plants the first year after planting.

A peony must have time to form a good root system, and once well established they should not be disturbed for several years. The best time for planting is September and October.

The blooming season is in June.

AVALANCHE—Ivory white, sometimes with carmine markings. Strong grower and free bloomer, perfect form and very fragrant.

Each \$1.00 Doz. \$10.00

COURONNE d'OR—Large blooms of creamy white with a circle of yellow stamens. Free flowering, fragrant, and very desirable.

Each \$1.00 Doz. \$10.00

DELICATISSIMA—A charming pink, very free, early. One of the very best.

Each 50c Doz. \$5.00

DUTCHESS DE NEMOURS—Cup shaped blooms, broad guard petals white and center petals sulphur yellow, sometimes shaded green.

Each 75c Doz. \$7.50

FELIX CROUSSE—Large globular blooms of rich bright red, fragrant, strong grower, very choice.

Each 50c Doz. \$5.00

FESTIVA MAXIMA—An old and deservedly popular white. Blooms are very large, rose type, pure white with flecks of crimson in the center. Strong profuse bloomer, early, delightfully fragrant.

Each 50c Doz. \$5.00

GEN. BERTRAND—Dark pink with silvery center. Bomb type.

Each \$1.00 Doz. \$10.00

HUMEII—Cherry pink, large compact globular blooms, rose type. Fragrant. Very late.

Each 75c Doz. \$7.50

MME. CROUSSE—White, medium size, crown type, free blooming.

Each 50c Doz. \$5.00

VENUS—Large blooms of pale hydrangea pink, rose fragrance, very fine, early.

Each \$1.00 Doz. \$10.00

The New England Gladiolus Society

The Society will hold the next exhibition in conjunction with the Mass. Horticultural Society, Boston, ~~Aug. 11 and 12.~~

All New England growers, both amateur and professional, are cordially invited to join the Society and help make this the best exhibit of Gladioli ever shown in this country.

President, ~~S. E. Spencer~~; 1st Vice-Pres., ~~S. Irving Moody~~; 2nd Vice-Pres., Wm. Edwin Clark; Treasurer, C. F. Brown; Secretary, Robert R. Walker, Mansfield, Mass.

For prize schedules and membership blanks write to the Secretary.

Suggestions

The price of a single bulb is one-tenth the dozen rate.

Twenty-five bulbs of one variety will be billed at the 100 rate. Prices quoted on bulbs include parcel post charges on twenty-four or less of one variety to any point east of Mississippi river. For all points beyond add 10 cts. per dozen. Twenty-five or more at 100 price will be sent express collect.

Remittances may be in the form of certified checks, Post Office or Express Money Orders. Postage stamps accepted for small amounts.

When not convenient to remit with the order, small lots may be sent C. O. D. by Parcel Post.

Prizes

1918 Mass. Horticultural Society

Silver medal and class prizes.

1919 Mass. Horticultural Society

Silver medal and class prizes.

1920 Mass. Horticultural Society

"Best display" and class prizes.

1921 New England Gladiolus Society
and Mass. Horticultural Society, fifteen class prizes.

1922 N. E. G. S. and M. H. S.

Bronze medal and twelve class prizes.

Three Grand Leaders Gold

The ideal yellow, a pure rich golden color which does not stain in the sun; strong, robust habit; large blooms, wide open and perfectly placed on a strong spike. Easily the king of all the yellows, and worth five dollars per bulb, but price is only

Each \$1.00 Doz. \$10.00

Carmen Sylva

Introducer's description is "pure snow white, almost self, throat slightly penciled lilac, stem tall, slender and wiry, always straight, excellent for cutting." And I will add that it is fairly prolific and blooms freely from small bulbs. A valuable white.

Each 50c Doz. \$5.00

Mrs. Frederick C. Peters

A beautiful shade of rose violet with a carmine blotch on lower segment. Dark green foliage, strong spikes and many flowers open. The best in the lavender class.

Each \$1.00 Doz. \$10.00

SPECIAL

One bulb of each of these three grand novelties ~~\$3.00~~; Four of each ~~\$10.00~~.

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Brookland Gardens

WOBURN, MASS.

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